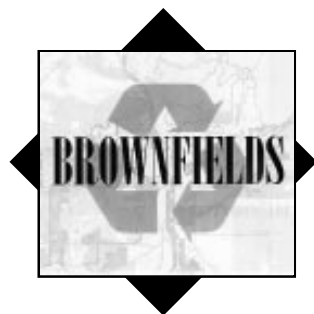


Brownfields '96

A New Environmental Frontier

September 20 and 21, 1996

Lawrence Convention Center, Pittsburgh, PA



A cutting-edge forum bringing together key experts from all levels of government, business, finance, and local communities to share ideas and experiences in this burgeoning field, which some have termed "the new environmental frontier."

LEARN from cleanup experts, pilot cities funded by the U.S. Environmental Protection Agency's (EPA) Brownfields Program, representatives of affected communities, city leaders, representatives of business and financial institutions, and more.

HEAR the latest policy initiatives from top government officials at the federal, state, and local levels about the most innovative approaches to cleanup and redevelopment of brownfields.

SEE the hottest technologies and the latest in brownfields services at the Brownfields '96 Showcase and Exhibition Center, and talk with the experts about your unique brownfields challenges.

For the first time, a rare opportunity to network with all key brownfields players under one roof!

- Business Leaders ■ Community Leaders ■ Developers ■ Environmental Consultants
- Educational Leaders ■ Federal Government Officials ■ Local Government Officials
- Lawyers ■ Lenders ■ Investors ■ Non-Profit Agencies ■ Private Foundations
- State Government Officials ■ Technology Contractors
- Tribal Government Officials ■ Researchers

"Brownfields efforts across the nation prove once and for all that environmental protection is a building block — not a stumbling block — to economic redevelopment." ■ EPA ADMINISTRATOR CAROL M. BROWNER

A JOINTLY SPONSORED CONFERENCE

- U.S. Environmental Protection Agency
- American Bar Association, Section of Natural Resources, Energy, and Environmental Law (SONREEL) ■ International City/County Management Association
- National Religious Partnership for the Environment

HOSTED BY THE CITY OF PITTSBURGH

Brownfields '96 Overview

Brownfields '96 offers a mix of speakers, workshops, special sessions, technology exhibits, and opportunities for one-on-one networking.

KEYNOTE SPEAKERS Interact with movers, shakers, and policy makers!!

Administrator CAROL M. BROWNER, U.S. Environmental Protection Agency

Secretary HENRY G. CISNEROS, U.S. Department of Housing and Urban Development

Administrator PHILLIP A. SINGERMAN, U.S. Economic Development Administration

Mayor TOM MURPHY, City of Pittsburgh

Mayor FREEMAN BOSLEY, JR., City of St. Louis (Invited)

Mayor STEPHEN GOLDSMITH, City of Indianapolis (Invited)

WILLIAM D. RUCKELSHAUS, Former U.S. EPA Administrator; Principal, Madrona Investment Group, L.L.C. (Invited)

...and more!!

SEMINARS AND SPECIAL SESSIONS

MONEY TALKS: TOOLS FOR FINANCING

Everything you need to know about financing brownfields! Money — where to find it, how to get it — is the focal point of these seminars. Participants will explore tools available to local governments, investment opportunities, due diligence requirements, site assessments, the role of foundations and non-profit organizations, and leveraging public financing with private financing. You can learn how the private sector views the cleanup and redevelopment of brownfields and how to attract businesses to your community.

PUTTING BROWNFIELDS BACK TO WORK

Work with the experts to understand the legal liability, cleanup standards, and business opportunities associated with the cleanup and reuse of brownfields sites. See the “big picture” through a look at how local, state, federal and tribal partnerships, reuse alternatives, and voluntary cleanup programs affect urban revitalization.

HAVING A STAKE IN THE OUTCOME: COMMUNITY INVOLVEMENT

Community participation is crucial to the long-term success of brownfields initiatives. Discuss turning community visions into reality, by attracting businesses and galvanizing government resources within communities. See how environmental justice and public health concerns can be integrated into land use planning. Hear from successful environmental workforce development program managers and learn from model public-private partnerships that work.

STARTING FROM THE GROUND UP: BROWNFIELDS ASSESSMENT AND CLEANUP

Site assessment, risk management, and cleanup technology are changing rapidly! Keep up with the most current tools, techniques, and community-based risk management strategies. Be your own risk manager with help from the veterans on topics ranging from information systems to the latest in technologies for site discovery, assessment, and cleanup.

MAKING A CASE FOR BROWNFIELDS

Brownfields case studies will bring to life some of the best practices and institutional frameworks that make brownfields projects work. Talk with those who have done it about how to attract buyers to your brownfields through creative assembly of land parcels and revitalization of waterfronts, railyards, and other small and unusual sites. Learn from other cities' successful experiences in brownfields redevelopment!

Brownfields '96 Agenda

SEPTEMBER 20, 1996

	9:00 AM-11:00 AM OPENING PLENARY
<i>Master of Ceremonies</i>	The Honorable ELLIOTT P. LAWS, Assistant Administrator Office of Solid Waste and Emergency Response U.S. Environmental Protection Agency
<i>Welcome</i>	The Honorable TOM MURPHY, Mayor of Pittsburgh
<i>The Brownfields Vision</i>	The Honorable CAROL M. BROWNER, Administrator U.S. Environmental Protection Agency
<i>Urban Revitalization</i>	The Honorable HENRY G. CISNEROS, Secretary U.S. Department of Housing and Urban Development
	The Honorable FREEMAN BOSLEY, JR. (Invited) Mayor of St. Louis
	The Honorable STEPHEN GOLDSMITH (Invited) Mayor of Indianapolis
	11:15 AM-12:30 PM SEMINARS AND SPECIAL SESSIONS*
	12:45 PM-2:00 PM BUFFET LUNCH IN EXHIBIT AREA Brownfields '96 Showcase Grand Opening (Presentations by Exhibitors) (The showcase will remain open throughout the conference.)
	2:15 PM-4:00 PM SEMINARS AND SPECIAL SESSIONS*
	4:30 PM-7:30 PM BUFFET DINNER IN EXHIBIT AREA (Presentations by Exhibitors)
<i>Introductions</i>	The Honorable W. MICHAEL McCABE, Regional Administrator U.S. Environmental Protection Agency, Region 3
<i>Remarks</i>	The Honorable PHILLIP A. SINGERMAN, Administrator U.S. Economic Development Administration

SEPTEMBER 21, 1996

	8:30 AM-10:30 AM SEMINARS AND SPECIAL SESSIONS*
	10:45 AM-12:15 PM SEMINARS AND SPECIAL SESSIONS*
	12:30 PM-2:00 PM LUNCHEON
<i>Introductions</i>	The Honorable ELLIOTT P. LAWS, Assistant Administrator Office of Solid Waste and Emergency Response U.S. Environmental Protection Agency
<i>Keynote Address</i>	The Honorable WILLIAM D. RUCKELSHAUS (Invited) Former U.S. EPA Administrator; Principal, Madrona Investment Group L.L.C.
	2:30 PM-4:00 PM SEMINARS AND SPECIAL SESSIONS*

*See "Brownfields '96 at a Glance"

Track 1MONEY TALKS:
TOOLS FOR
FINANCING

Finance 101: A Brownfields Financing Primer
Provides an introduction to private and public financing and highlights various financing tools available to local governments. Some examples are tax increment financing, bonds, revolving loan funds, and insurance for brownfields projects.
Moderator: Lawrence Jacobson, Mortgage Bankers Association

Connecting the Dots: Making the Connections with Foundations and Non-Profits

The experts discuss the roles that foundations and non-profit organizations can play in the cleanup and redevelopment of brownfields sites.

Lost Property/Found Profits: Making Sense out of the Investment Equation
Features a discussion of investment opportunities in brownfields redevelopment. What do investment houses look for? What does it take to get investors? How do you address their concerns?

Already Working Together: How Federal Agencies Can Help Cities

Focuses on leveraging public financing with private financing and a variety of existing programs that help cities.

Moderator: Douglas C. MacCourt, City of Portland

Track 2PUTTING
BROWNFIELDS
BACK TO WORK

Legal Liability: What Do I Need to Know?

Provides all parties with an understanding of and insight into the realities of potential liability for all parties at a brownfields site.

Moderator: Stephen A. Herman, U.S. Environmental Protection Agency

Matching Brownfields with Creative Development

Provides an opportunity for retail and small businesses, development corporations, and local government and tribal officials to discuss experiences in marketing brownfields property with the experts.

Voluntary Cleanup Programs: A View from States and Private Parties

Provides the perspectives of states and private parties on dealing with voluntary cleanup programs. Features a discussion of liability schemes.

Brownfields Reuse from a Whole Life Perspective

Highlights examples of brownfields reuse that address housing, recreation, open space, and greening needs, in addition to industry and commerce.

Moderator: Fran Hoffman, Institute for Responsible Management

Track 3HAVING A
STAKE IN THE
OUTCOME:
COMMUNITY
INVOLVEMENT

Community Visions: Turning Brownfields into Fields of Dreams

Explores the potential benefits to a community of brownfields projects and how they can tie into broader urban revitalization efforts (to include an examination of brownfields versus greenfields and prevention of urban sprawl). What kinds of community visions can become real, and how can communities attract the right businesses to make those visions become reality?

Integrating Public Health, Land Use, and Planning

Presents and discusses examples that emphasize the importance and value of considering health risks and community concerns when making land use and planning decisions.

Moderator: Diane Takvorian, Environmental Health Coalition

How To Win Friends and Influence Policy: Getting Everyone Around the Table

Focuses on who the various stakeholders are and why a high level of community participation is critical to the long-term success of brownfields initiatives.

Moderator: Mathy Stanislaus, Enviro-Sciences, Inc.

Track 4STARTING FROM
THE GROUND UP:
BROWNFIELDS
ASSESSMENT AND
CLEANUP

In Search of Brownfields: Site Discovery

Features technologies and approaches for "discovering" potential brownfields sites, including geographical information systems (GIS), LandView II, and community mapping.

Moderator: Stanley G. Hitt, U.S. Environmental Protection Agency, Region 6

Lifting up the Rock: Site Assessment Technology

Discusses assessment technologies that can be applied at brownfields sites, with a particular focus on short-term, quick-turnaround, and inexpensive processes.

Moderator: Walter W. Kovalick, Jr., U.S. Environmental Protection Agency

Art or Science: Risk Assessment Approaches

Presents different federal and state risk assessment methods, with a particular focus on outlining the technology of conducting risk assessments.

Moderator: David A. Bennet, Ph.D., U.S. Environmental Protection Agency

Understanding the Risks: The Key to Sustainable Brownfields Redevelopment

Highlights public concerns about understanding risk assessment and management at brownfields properties. Describes private, state, federal, and international perspectives on alternative remedies and risk communication.

Moderator: Michael Taylor, LandTech Remedial

Track 5MAKING A
CASE FOR
BROWNFIELDS

Setting the Stage: Successful Case Studies and Best Practices

Provides an overview of recently completed case studies and outlines "key lessons" or "best practices" learned, and how to avoid the pitfalls.

Moderator: Dick Munson, Northeast-Midwest Institute

Brownfields and Housing

Looks at Brownfields sites that have been reused for housing and compares the benefits and drawbacks of this approach.

Moderator: Charles Bartsch, Northeast-Midwest Institute

Pittsburgh Case Study

Outlines the Pittsburgh experience in brownfields, highlighting the partnership among the city, the university, the Heinz Foundation, business, and the community. Pittsburgh officials and partners tell how they did it!

Getting Brownfields Back on Track: A Look at Transportation Corridors

Explores issues involved in redevelopment along transportation corridors, including rail systems, highways, and waterways.

Lightning Bolt Thinking in Risk Assessment

Explores requirements for due diligence, site assessment, and American Society for Testing and Materials phases I and II; examines other opportunities for integrating, coordinating, and streamlining site assessment.

Moderator: Larry Reed, U.S. Environmental Protection Agency

Bringing Business Back to the City

Examines the factors that businesses are looking at when deciding to relocate within brownfields communities.

Bringing it all Together: Local, State, Federal, and Tribal Partnerships

Provides examples of how coordinated government response to brownfields redevelopment can increase the likelihood of success.

Moderator: Michelle D. Jordan, U.S. Environmental Protection Agency, Region 5

How to Get Properties Out of Mothballs: Why Sell Brownfields Properties?

Explores why "deep pocket" businesses should sell property in light of future liability.

Moderator: John Chambers, McKenna and Cuneo L.L.P.

From Conflict to Partnership: Understanding and Resolving Community Concerns

Looks at the findings of the National Environmental Justice Advisory Council on urban revitalization and brownfields, and how to incorporate community concerns into daily operations of brownfields programs.

Moderator: Martha Matsuoka, Urban Habitat Program

RBCA: Introduction to a Tool for Risk and Cleanup

Features a discussion on Risk-Based Corrective Action (RBCA) and its tools. Will serve as an introduction to RBCA and its current application to underground storage tanks (UST), as well as its potential application to other waste programs.

Moderator: Gerald Phillips, U.S. Environmental Protection Agency, Region 5

Institutional Systems That Work

Examines institutional frameworks (such as local government capacity, public and private partnerships, and interagency coordination) that facilitate or can impede brownfields reuse projects.

Moderator: Elizabeth Collaton, Northeast-Midwest Institute

Getting Your Feet Wet in Waterfront Redevelopment Initiatives

Examines the specific issues in waterfront redevelopment projects and their role in the cleanup and redevelopment of brownfields.

What it Takes to Clean up Brownfields

Takes a look at how the private sector views the cleanup and redevelopment of brownfields sites.

Moderator: Gordon M. Davidson, Integrated Environmental Solutions Corporation

Business Opportunities at Brownfield Sites

Outlines potential reuses and examines how the reuse can impact the whole community. Focuses on urban revitalization and sustainable development ideas.

Choosing Between Demolition and Renovation

Focuses on the pros and cons of demolishing or renovating buildings, examines local constraints and costs, and features a site-specific decision-making process.

Moderator: Matthew Robbins, U.S. Environmental Protection Agency, Region 4

Toward a More Perfect Union: Local, State, Federal, and Community Partnerships

Features discussions on what government programs and resources exist on various levels to support communities in their revitalization efforts, including success stories and obstacles sometimes encountered in their use.

Moderator: Charles Lee, United Church of Christ

Think Globally, Hire Locally

Provides participants with examples of how to build partnerships to promote hiring from local job training programs, including coordination with relevant government, business, and industry programs.

Moving Dirt: Cleanup Technology

Spotlights cleanup technologies, such as off-the-shelf remedies and innovative treatment technologies, that have application at brownfields sites. Exchange information with experienced environmental contractors and consultants.

Assembling Parcels to Encourage Redevelopment

Describes how assembling land parcels can be pivotal to attracting brownfields reuse; offers examples from around the country on how properties that have been acquired and "grouped," attracting buyers in the process.

Lessons from the Base Closure and Reuse Community

Local reuse authorities from closing military bases and other federal facilities discuss topics ranging from community involvement, financing, and marketing.

Workshop: The Complete Primer on Accessing Private-Sector Capital

Talk with commercial lenders about real estate loan credit issues, small business administration (SBA) programs, real estate investment trusts, securing of a portfolio, and creative financial solutions for brownfields investment.

Moderator: James Bower, City of Chicago

Lessons from the Field: Reuse Alternatives

Highlights success stories for business reuses and features examples of how properties are matched with the most appropriate reuse.

Reusing Underground Storage Tank Sites

Features the issues involved with leaking underground storage tanks (LUST) at brownfields sites. Experts will discuss their solutions to working with state agencies, preparing sites for property transfers, and marketing and redeveloping LUST sites.

Moderator: Sammy Ng, U.S. Environmental Protection Agency

Help Wanted: Learning for Earning

Highlights successful environmental job training programs that have assisted local residents in securing and maintaining employment, including coordination with businesses, government, educational institutions, labor organizations, and community-based groups.

Moderator: Donald Elisburg, Elisburg Law Offices

Promises Kept: Future Land Use and Institutional Controls

What happens after cleanup is complete? Provides an opportunity for stakeholders to exchange ideas about developing streamlined, yet effective, institutional controls (such as remediation planning, zoning, and permitting) for determining and maintaining future land use.

Moderator: Charles Powers, Institute for Responsible Management

Great Opportunities in Small Packages: Small Sites

Smaller, discrete sites and tracts, such as single properties that are not part of larger redevelopment plans, may offer exciting opportunities. Experts explore many exciting reuse opportunities for small sites.

Benton Harbor, MI Cornerstone Alliance: A Complete Package

Spotlights an economic and community development organization that has developed brownfields successfully and has combined a redevelopment authority, a job development agency, and a marketing group into a program that works.

Moderator: Evan LeDuc, Cornerstone Alliance

INTERNATIONAL CITY/COUNTY MANAGEMENT ASSOCIATION (ICMA) sponsors

Brownfields '96 Showcase and Exhibition Center



NO TIME TO WASTE...

In less than five weeks, you have the best opportunity to showcase your financing, environmental cleanup, and redevelopment products and services to the municipalities and businesses that are positioning themselves for rapid development.

QUALIFIED ATTENDEES...

Over 1,000 local, state, and federal officials, business leaders, remediation contractors, attorneys, citizens, and representatives of private and public organizations will gather in Pittsburgh on September 20 and 21 to exchange information, identify supporting technologies and resources, and establish networks to revitalize their communities.

SEEKING SOLUTIONS...

Assessment, cleanup, financing, redevelopment, collaborative problem solving, remediation and revitalization will be addressed at the conference. If you have the answers for any or all of these topics, make plans to be in Pittsburgh in September.

THE RIGHT PRICE...

The exhibit space is priced at a highly competitive \$700 for a 10'x10' booth. Further, a special event will be held in the conference area, and a city park area will be set aside for exhibits from brownfields pilot demonstration cities. A limited number of special rates are available for government and public interest groups, as are multiple-space discounts. Hurry, there are a limited number of spaces available, and many already have been reserved.

RESERVE SPACE TODAY...

There are only 145 spaces available. This conference requires a quick turnaround. Call **202-237-7212** for more information. Fax the completed form below to secure a space in this exciting conference and trade show. All exhibitors are required to register for the conference by September 3, 1996.

Please complete and fax to ICMA Convention Headquarters at **202-362-2689**

☐ **YES!**

I would like to exhibit at the Brownfields '96 Showcase, September 20 and 21, 1996. Please send me a contract.

Name _____

Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____ E-Mail _____

Register Now

REGISTRATION IS OPEN, BUT NUMBERS ARE LIMITED.

To register for *Brownfields '96*, please complete the attached form and return it by mail or facsimile no later than September 3, 1996. In order to attend events supported by conference fees, registrations must be accompanied by a check, money order, or government or personal credit card number. If you are paying by credit card, please provide all necessary information on your registration form.

We request that all registrations be made in advance. Late registrants must call 1-888-855-3661 at least 72 hours before the conference. Late registrations will be accepted on a space-available basis only and must be accompanied by a check or credit card number.

To be included in the list of participants that will be distributed at the conference, you must register before September 3, 1996. If you have not received a written confirmation of your reservation by September 6, 1996, please call 1-888-855-3661 for verification.

All participants are required to check in at the conference registration desk in the lobby of the Lawrence Convention Center. The registration desk will be open on Thursday, September 19, 1996 from 8:00 a.m. to 8:00 p.m.

The conference sponsors are collecting a fee of \$90 to cover the cost of conference refreshments as well as luncheons and dinner with speakers. Participation in these events will be limited to those conference registrants who have paid the fee. If you have questions about the fee, please call 1-888-855-3661.

PARTICIPANT SCHOLARSHIPS

To ensure broad participation at Brownfields '96, the International City/County Management Association (ICMA) is sponsoring a limited number of scholarships. Community representatives are encouraged to apply. Please call 1-888-855-3661.

LODGING

The facilities listed below have set aside rooms for conference participants. To guarantee that you receive the negotiated rate for this meeting, please indicate that you are with *Brownfields '96*. Government employees may be required to show proper identification to receive the government rate.

Please make your room reservations before September 3, 1996. After that time, rooms can be reserved on a space-available basis only.

- THE PITTSBURGH HILTON AND TOWERS, Gateway Center, Pittsburgh, PA 15222, (412) 391-4600

The Hilton is in Gateway Center, six blocks from the convention center.

- THE DOUBLETREE HOTEL, 100 Penn Avenue, Pittsburgh, PA 15222, (412) 281-3700

The Doubletree Hotel is adjacent to the convention center.

- THE WESTIN WILLIAM PENN, 530 William Penn Place, Pittsburgh, PA 15219, (412) 281-7100

The Westin William Penn is three blocks from the convention center.

- THE PITTSBURGH CITY CENTER MARRIOTT, 112 Washington Place, Pittsburgh, PA 15219, (412) 471-4000

The Pittsburgh City Center Marriott is five blocks from the convention center.

DISCOUNTED AIRFARES

USAIR is offering discounts to Brownfields '96 participants on roundtrip tickets on USAIR, USAIR Express, and USAIR Shuttle. The discounts are valid from September 16-24, 1996. To obtain this discount, call USAIR's Meeting and Convention Reservation Office at 1-800-334-8644 between 8:00 AM and 9:00 PM eastern time. Refer to "Gold File Number 29660729".

TRAVEL INFORMATION

Pittsburgh International Airport is located approximately 30 minutes from the convention center. Taxi fare from the airport to the hotels is approximately \$40 each way. Van service from the airport is \$12 one way, or \$20 round trip. For more information, call (412) 471-2250.

FOR MORE INFORMATION

Call the *Brownfields '96* toll-free Hotline at **1-888-855-3661**.

If you require special arrangements (wheelchair access, services for the hearing impaired, translation services, or meals that meet dietary restrictions), please call the *Brownfields '96* Hotline by September 3, 1996.

Visit EPA's *Brownfields Home Page* on the World Wide Web at <http://www.epa.gov/swerosps/bf/>.

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BROWNFIELDS '96—A NEW ENVIRONMENTAL FRONTIER
*Don't Miss Out!
Mark Your Calendar!*

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EPA 500-F-96-026

Brownfields '96

A Conference that Offers Something for Everyone

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HOSTED BY THE CITY OF PITTSBURGH

IN COOPERATION WITH

- Advanced Technology Environmental Education Center ■ American Society for Testing and Materials ■ Bank of America
- Business Executives for National Security ■ Carnegie Mellon University ■ Environmental Council of the States
- Energy Community Alliance ■ The Engineers' Society of Western Pennsylvania ■ Hazardous Materials Training and Research Institute
- Institute for Responsible Management ■ Minority Environmental Lawyers Association ■ Mortgage Bankers Association
- National Black Caucus of State Legislators ■ National Conference of State Legislatures ■ National Forum for Black Public Administrators
- Northeast-Midwest Institute ■ United Church of Christ Commission for Racial Justice

SUPPORTED BY THE FEDERAL INTERAGENCY WORKING GROUP ON BROWNFIELDS

- Agency for Toxic Substances and Disease Registry ■ Army Corps of Engineers ■ Department of Agriculture ■ Department of Defense ■ Department of Energy ■ Department of Housing and Urban Development ■ Department of Health and Human Services ■ Department of the Interior ■ Department of Labor ■ Department of Transportation
- Department of the Treasury ■ Department of Commerce ■ Economic Development Administration ■ Federal Deposit Insurance Corporation ■ Fish and Wildlife Service
- General Services Administration ■ National Institute of Environmental Health Sciences ■ National Oceanic and Atmospheric Administration ■ National Park Service

Brownfields '96

A New Environmental Frontier

REGISTRATION FORM

Name: _____

Title and Organization: _____

Street Address/Full Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ Fax: () _____

E-Mail: _____

CONFERENCE FEE: \$90.00

PAYMENT (*check one*):☐ Check enclosed, (payable to Brownfields '96.)☐ Charge my credit card: ☐ MasterCard ☐ Visa ☐ American Express

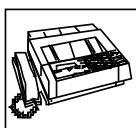
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Name as it appears on the card: _____
(*please print clearly*)

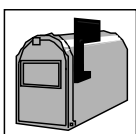
Signature: _____

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FAX COMPLETED REGISTRATION FORM, WITH
CREDIT CARD INFORMATION TO:
(703) 287-8843
Attention: Brownfields '96

OR



MAIL COMPLETED REGISTRATION FORM, WITH
CHECK OR CREDIT CARD INFORMATION, TO:
PRC Environmental Management, Inc.
1593 Spring Hill Road, Suite 300
Vienna, VA 22182
Attention: Brownfields '96

Registration forms must be received by September 3, 1996.